

WUSA

## ORDER



Flight Dates 02/09/12-02/15/12

**Contract / Revision** 655033 /  
**Original Date / Revision** 02/08/12 02/08/12  
**Advertiser** US Chamber of Commerce

**Agency** Del Cielo Media/ POL

**Buying Contact**

10755 Scripps Poway Pkwy, Suite 5  
 San Diego, CA 92131

**Product** US CHAMBER OF COMMER  
**Agency Com** 15%  
**Billing Contact**  
 10755 Scripps Poway Pkwy, Suite 5  
 San Diego, CA 92131

**Sales Office** T-LA  
**Sales Region** NAT  
**Agency Ref**

**Order Sep** 00:15:00  
**Estimate #** 209215  
**Alt Order #** 06001899  
**Billing Type** Cash  
**Order Type** GENERAL  
**Billing Cycle** EOM/EOC  
**Billing Calendar** BROADCAST  
**Demographic** A35+  
**Rev Codes** AGY GEN POL  
**Product Codes** IS-Issue/Non, IS-Issue/Ballot  
**Priority** P-5  
**Advertiser Ref**

**Primary Account Executive**  
 Alex Lavin

Account Executive	Order%	Start Date	End Date
Alex Lavin	100%		

Order Share 25% Market Value 162700

Competing Station	% of Order	Amount
CABLE	5%	8135
UNKWN	%	0
WBDC	%	0
WDCA	%	0
WJLA	25%	40675
WMDO	%	0
WPXW	%	0
WRC	35%	56945
WTTG	10%	16270
WWPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
February 2012	30	\$34,573.75	\$40,675.00	59.50	01/30/12	02/15/12	30	\$34,573.75	\$40,675.00
<b>Totals</b>	<b>30</b>	<b>\$34,573.75</b>	<b>\$40,675.00</b>	<b>59.50</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WUSA	02/09/12	02/09/12	9 News @ Noon 9 News @ Noon	CM	12-1230P (12:00 PM-12:30 PM)	---T---	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/06/12	02/12/12	---T---		1				\$600.00		2.20			
E 2	WUSA	02/10/12	02/10/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/06/12	02/12/12	----F--		1				\$600.00		2.20			
E 3	WUSA	02/13/12	02/13/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	M-----		1				\$600.00		2.20			



**Contract / Revision**      **655033**      **Flight Dates** 02/09/12-02/15/12

### Hiatus Dates

**Original Date / Revision**    02/08/12/    02/08/12

**Order Sep      00:15:00**

<b>Advertiser</b>	<b>US Chamber of Commerce</b>	<b>Product</b>	<b>US CHAMBER OF COMMERCE</b>	<b>Estimate #</b>	<b>209215</b>
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WUSA	02/14/12	02/14/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/13/12	02/19/12	-T-----	1		\$600.00		2.20						
E 5	WUSA	02/15/12	02/15/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--W----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/13/12	02/19/12	--W----	1		\$600.00		2.20						
E 6	WUSA	02/09/12	02/09/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---T---	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/06/12	02/12/12	---T---	1		\$400.00		1.00						
E 7	WUSA	02/10/12	02/10/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/06/12	02/12/12	----F--	1		\$400.00		1.00						
E 8	WUSA	02/13/12	02/13/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/13/12	02/19/12	M-----	1		\$400.00		1.00						
E 9	WUSA	02/14/12	02/14/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-T-----	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/13/12	02/19/12	-T-----	1		\$400.00		1.00						
E 10	WUSA	02/15/12	02/15/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--W----	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/13/12	02/19/12	--W----	1		\$400.00		1.00						
E 11	WUSA	02/09/12	02/09/12	CBS This Morning CBS This Morning	CM	7-9a	---T---	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/06/12	02/12/12	---T---	1		\$225.00		0.80						
E 12	WUSA	02/10/12	02/10/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/06/12	02/12/12	----F--	1		\$225.00		0.80						
E 13	WUSA	02/13/12	02/13/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/13/12	02/19/12	M-----	1		\$225.00		0.80						
E 14	WUSA	02/14/12	02/14/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/13/12	02/19/12	-T-----	1		\$225.00		0.80						
E 15	WUSA	02/15/12	02/15/12	CBS This Morning CBS This Morning	CM	7-9a	--W----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/13/12	02/19/12	--W----	1		\$225.00		0.80						
E 16	WUSA	02/12/12	02/12/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$18,000.00	P-3	1.30	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



Contract / Revision 655033 Flight Dates 02/09/12-02/15/12

Hiatus Dates

Original Date / Revision 02/08/12/ 02/08/12

Order Sep 00:15:00

Advertiser US Chamber of Commerce Product US CHAMBER OF COMMERCE Estimate # 209215

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WUSA	02/12/12	02/12/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$18,000.00	P-3	1.30	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	-----S					1	\$18,000.00		1.30			
E 17	WUSA	02/09/12	02/09/12	9 News @ 5p 9 News @ 5p	CM	5-6p	---T---	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	---T---					1	\$500.00		1.40			
E 18	WUSA	02/10/12	02/10/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	----F--					1	\$500.00		1.40			
E 19	WUSA	02/13/12	02/13/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/13/12	02/19/12	M-----					1	\$500.00		1.40			
E 20	WUSA	02/15/12	02/15/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--W----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/13/12	02/19/12	--W----					1	\$500.00		1.40			
E 21	WUSA	02/11/12	02/11/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	-----S-					1	\$350.00		2.10			
E 22	WUSA	02/12/12	02/12/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$800.00	P-2	11.80	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	-----S					1	\$800.00		11.80			
E 23	WUSA	02/09/12	02/09/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	---T---	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	---T---					1	\$1,800.00		2.40			
E 24	WUSA	02/10/12	02/10/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	----F--					1	\$1,800.00		2.40			
E 25	WUSA	02/11/12	02/11/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	-----S-					1	\$1,800.00		2.40			
E 26	WUSA	02/12/12	02/12/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	-----S					1	\$1,800.00		2.40			
E 27	WUSA	02/13/12	02/13/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/13/12	02/19/12	M-----					1	\$1,800.00		2.40			
E 28	WUSA	02/14/12	02/14/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-T-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/13/12	02/19/12	-T-----					1	\$1,800.00		2.40			



**Contract / Revision**      **655033**      **Flight Dates** 02/09/12-02/15/12

**Hiatus Dates**

**Original Date / Revision**    02/08/12/    02/08/12

**Order Sep**    00:15:00

**Advertiser**    **US Chamber of Commerce**    **Product** **US CHAMBER OF COMMERCE**    **Estimate #**    **209215**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 28	WUSA	02/14/12	02/14/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-T-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/13/12	02/19/12	-T-----					1	\$1,800.00		2.40			
E 29	WUSA	02/15/12	02/15/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--W----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/13/12	02/19/12	--W----					1	\$1,800.00		2.40			
E 30	WUSA	02/11/12	02/11/12	NCAA Final Four Game NEWS	CM	Final Four Games (6:30 PM-7:00 PM)	-----S-	:30	1	\$800.00	P-3	1.90	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/06/12	02/12/12	-----S-					1	\$800.00		1.90			
Totals														30	\$40,675.00

PROGRAM : NEWS  
RA35+ : 2.2

REP: TEL# 323 634-8029 FAX# 323/935-9495  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. FROM REP \*

[illegible]



REP HEADLINE# 6001899

REP: TEL# 323 634-8029

FAX# 323/935-9495

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

FEB8/12 12.38  
\*\*\* WUSA-TV \*\*\*

BS	REP			BEGIN	END			BEGIN	END	CLS	SEC		PLAN	PRICE	SPT	RATE	STATION	STS		SPOT
LN#	LN#	CD	DAYS	TIME	TIME	PTRN	LNTH	DATE	DATE	13/	14/	PLAN	16/	18/	/WK	18/	CD	SC#	23/	/LIN
	23		THU	1100P	1135P		30	02/09	02/09						1	\$1,800.00	p3			1
			PROGRAM :	NEWS																
			RA35+ :	2.4																
	24		FRI	1100P	1135P		30	02/10	02/10						1	\$1,800.00				1
			PROGRAM :	NEWS																
			RA35+ :	2.4																
	25		SAT	1100P	1135P		30	02/11	02/11						1	\$1,800.00				1
			PROGRAM :	NEWS																
			RA35+ :	2.4																
	26		SUN	1100P	1135P		30	02/12	02/12						1	\$1,800.00				1
			PROGRAM :	NEWS																
			RA35+ :	2.4																
	27		MON	1100P	1135P		30	02/13	02/13						1	\$1,800.00				1
			PROGRAM :	NEWS																
			RA35+ :	2.4																
	28		TUE	1100P	1135P		30	02/14	02/14						1	\$1,800.00				1
			PROGRAM :	NEWS																
			RA35+ :	2.4																
	29		WED	1100P	1135P		30	02/15	02/15						1	\$1,800.00				1
			PROGRAM :	NEWS																
			RA35+ :	2.4																
	30		SAT	630P	700P		30	02/11	02/11						1	\$800.00	p3			1
			PROGRAM :	NEWS																
			RA35+ :	1.9																

FEB/12 40675.00

CONTRACT TOTAL 40675.00  
TOTAL SPOTS 30



**FAX# 323/935-9495**

CREDIT ADVISORY: AGENCY CREDIT RISK !!! FROM REP  
ORDER WORKSHEET HARRIS RPT. FEB8/12 12.38  
\*\* WUSA-TV \*\*\*

REP HEADLINE# 6001899

[illegible]

STATION	WTTG	WTTA	WRC	WDCW	CABL
700	35%	25%	0%	0%	5%
710	35%	25%	0%	0%	5%
720	35%	25%	0%	0%	5%
730	35%	25%	0%	0%	5%
740	35%	25%	0%	0%	5%
750	35%	25%	0%	0%	5%
760	35%	25%	0%	0%	5%
770	35%	25%	0%	0%	5%
780	35%	25%	0%	0%	5%
790	35%	25%	0%	0%	5%
800	35%	25%	0%	0%	5%
810	35%	25%	0%	0%	5%
820	35%	25%	0%	0%	5%
830	35%	25%	0%	0%	5%
840	35%	25%	0%	0%	5%
850	35%	25%	0%	0%	5%
860	35%	25%	0%	0%	5%
870	35%	25%	0%	0%	5%
880	35%	25%	0%	0%	5%
890	35%	25%	0%	0%	5%
900	35%	25%	0%	0%	5%
910	35%	25%	0%	0%	5%
920	35%	25%	0%	0%	5%
930	35%	25%	0%	0%	5%
940	35%	25%	0%	0%	5%
950	35%	25%	0%	0%	5%
960	35%	25%	0%	0%	5%
970	35%	25%	0%	0%	5%
980	35%	25%	0%	0%	5%
990	35%	25%	0%	0%	5%
1000	35%	25%	0%	0%	5%

SVC- NSI  
DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Del Cielo Media  
do hereby request station time concerning the following issue:

US Chamber of Commerce
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: US Chamber of Commerce

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="checked" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

US Chamber of Commerce

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

12/8/11

Date

  
Signature

858.496.7240

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title